Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

IN THE LIFE ATLANTA, INC.
SPONSORSHIP OPPORTUNITIES

In The Life Atlanta, Inc., (ITLA) in coalition with existing and emerging people of color organizations informs, educates, and empowers bisexual, gay, lesbian, transgendered, and identity-questioning persons and others of African descent concerning HIV/AIDS and women's health issues. ITLA promotes unity, self-determination, self-empowerment, and individual and community pride.

ITLA operates and sponsors events year round. There are two levels of sponsorship available for supportors, corporate sponsorship and a Friends of In The Life Atlanta, Inc. As a corporate sponsor or Friend of ITLA, Inc., you will be listed as such throughout the year as events are planned and produced. You may also choose to sponsor specific events at the levels listed below and will receive recognition as specific sponsor for the event(s) of your choice. You will also be invited to special parties and functions sponsored or produced by ITLA and will be listed as contributors to the organizations and agencies that ITLA donates proceeds from events to.

ITLA typically donates to AIDS service organizations, children's centers, Health Centers, and other charitible entities, such as scholarship funds. Your support will assist us in producing quality events and in supporting worthy causes in Atlanta. Tax deductible donations can be made through the Funds for Southern Communities for In The Life Atlanta, Inc.

Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

ITLA, Inc. • 828 West Peachtree Street • Suite 207 • Atlanta, GA 30308 • Pride Line 404-872-6410 • http://www.inthelifeatl.com

IN THE LIFE ATLANTA, INC.
SPONSORSHIP OPPORTUNITIES

In The Life Atlanta, Inc., **(ITLA)** in coalition with existing and emerging people of color organizations informs, educates, and empowers bisexual, gay, lesbian, transgendered, and identity-questioning persons and others of African descent concerning HIV/AIDS and women's health issues. **ITLA** promotes unity, self-determination, self-empowerment, and individual and community pride.

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Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

SPONSORSHIP LEVELS For The Fiscal Year 1998

YORUBA - GOLD SPONSOR $20,000+

The Yoruba, from the coast of West Africa, were well known for mining gold.

- Company Name/Logo on Banner and on all ITLA literature
- Recognition as an Official Sponsor of ITLA
- Recognition in Black Pride Souvenir Guide as an Offical Sponsor
- Use of ITLA logo "Official Sponsor" in advertising
- Prominent display of corporate/institutional logo at all ITLA events and Black Pride Weekend
- All vending fees waived at all ITLA events
- Advertisement space on outside back cover, inside front or back cover, if available, and two full pages of the Black Pride Souvenir Guide, (or up to six pages of advertising within the Black Pride Souvenier Guide)
- Listing on the ITLA web site (http://www.inthelifeatl.com)
- Official Black Pride and ITLA commerative gift package and commerative plaque
- 10 ITLA Black Pride Passes

ZULU - SILVER SPONSOR $10,000+

The Zula tribe, from South Africa, were well known for mining silver.

- Company Name/Logo on Banners and on all ITLA literature
- Recognition as an Offical Sponsor of ITLA
- Recognition in Black Pride Souvenir Guide as an Official Sponsor
- Use of it ITLA logo "Official Sponsor" in advertising
- Prominent display of corporate/institutional logo at all ITLA events and Black Pride Weekend
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or four pages of ad space in the Guide)
- Free vending space at all ITLA events
- Opportunity to place an insert (up to two pages)within the Black Pride Souvenir Guide
- Listing on the ITLA web site (http://www.inthelifeatl.com)
- Official Black Pride and ITLA commerative gift package and commerative plaque
- 8 ITLA Black Pride Passes

Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

BENIN - BRONZE SPONSOR $5,000+

The Benin were well known for creating bronze helmet and body shields.

- Company Name/Logo on all ITLA literature
- Recognition as a Official Sponsor of ITLA
- Recognition in Black Pride Souvenir Guide as a Official Sponsor
- Use of ITLA logo "Official Sponsor" in advertising
- Free vending space at all ITLA events
- Verbal recognition at all ITLA official events
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or two pages of ad space in the Guide)
- Listing in all ITLA print advertisments
- Listing on the ITLA web site (http://www.inthelifeatl.com)
- Official Black Pride and ITLA commerative gift package
- 6 ITLA Black Pride Passes

HERITAGE SPONSOR $2,500+

- Recognition as an official sponsor of ITLA
- Recognition in Black Pride Souvenir Guide as an official sponsor
- Use of ITLA logo "Official Sponsor" in advertisement
- Listing in all print advertisments for ITLA
- One full page of advertisement space in Black Pride Souvenir Guide
- Listing on the ITLA web site
- Official Black Pride and ITLA commerative gift package
- 4 ITLA Black Pride Passes

FAMILY SPONSOR $1,000+

- Recognition as an official sponsor of ITLA
- One full page of advertisement space in Black Pride Souvenir Guide
- Listing on the ITLA web site (http://www.inthelifeatl.com)
- Official Black Pride and ITLA commerative gift package
- 2 ITLA Black Pride Passes

Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

Friends of In The Life Atlanta

"The Colors of Liberation"- Red, Black, and Green were the colors of the Pan-African Movement flag. And have become the standard colors representing liberation for African people worldwide. This flag was originally flown to symbolize Dr. Marcus Garvey's committment to the Black Community. Dr. Garvey was the father of the "Back To Africa" movement and the Universal Negro Improvement Association (UNIA). This movement represents for people of African descent the recognition of a very rich and proud culture of people who have greatly influenced the development of the human race and the world. Later the color Gold was adopted by the movement. Each of the colors carries a significant meaning and purpose. In later days the Rainbow was selected as a symbol of the vast diversity of people working collaboratively for liberation and equality.

As a Friend of In The Life Atlanta you can show your support and committment to the goals of promoting Unity, Self-determination, Self-empowerment, and individual and community pride. As a Friend you , or your designee, will be listed in our official Black Pride Souvenir Guide and other information where we publicly display our proud Sponsors and Friends throughout the year.

RED DONOR 500 _____

Red represents the blood shed during the slave trade and during the colonialzations of the people of Africa.

BLACK DONOR $250 _____

Black represents the beauty of the people's skin, "Africans," taken from their homeland now living in Africa, the United States, and throughout the world.

GREEN DONOR $100 _____

Green represents the fertility of the people and the land that was stolen from Africans.

GOLD DONOR $50 _____

Gold represents the riches, "the gold" of our Motherland, and the richness of our Spirit

RAINBOW DONOR $25 _____

The rainbow has been traditionally used to represent the diversity of the Les/Bi/Gay/Trans community.

Celebrating the Black Lesbian, Bisexual, Transgendered, Gay Community

ITLA, Inc. • 828 West Peachtree Street • Suite 207 • Atlanta, GA 30308 • Pride Line 404-872-6410 • http://www.inthelifeatl.com

Stand Up & Represent:

Black, Out and Proud!

Atlanta March Labor Day 2002 Sponsors

Senwot Nella Productions
Arise Magazine
NASEM
HRC
She Magazine
Georgia Equality
National Gay and Lesbian Task Force
Southern Voice
Outwrite Bookstore & Cofeehouse
Day Break Property
Bulldogs and Company
The Chaparral
Maxine Blue

Fulton County Health and Wellness
Dekalb County Board of Health
Outreach, Inc.
159 Center
Hewlet Pakard
Rico's View on Ponce
EM Designs Group
Metrotainment Cafe's
Sisters Helping Each other (S.H.E.)
Eye Candy at Nike Pavilion
The Playaz Club
The Palace
DaBoxx

Marching T-Shirt (Back Side)

ITLA Atlanta
EVOLUTION
EVERYTHING OLD IS NEW AGAIN

Stand Up Represent:

Black, Out and Proud!

Atlanta March

Labor Day 2002Sponsors

Senoret Stella Productions
Nurse Placement
NAACP
HRC
She Magazine
Georgia Equality
National Gay and Lesbian Legal Force
Southern Voice
Outwrite Bookstore & Coffeehouse
Gay Pride Property
Bulldogs and Company
The Cabaret
Mango Blue

Fulton County Health and Wellness
Dekalb County Board of Health
Outreach, Inc.
Iris Center
Jewelry Palace
Rico's Place on Peace
EM Designs Group
Metrotainment Cafe's
Sisters Helping Each other (S.H.E.)
The Candy at Nine Pavilion
The Pagan Club
The Palace
Dugans

sponsors 8/23/02 10:10 AM Page 1

Stand Up & Represent:

Black, Out and Proud!

Atlanta March Labor Day 2002 Sponsors

Senwot Nella Productions
Arise Magazine
NASEM
HRC
She Magazine
Georgia Equality
National Gay and Lesbian Task Force
Southern Voice
Outwrite Bookstore & Cofeehouse
Day Break Property *
Bulldogs and Company
The Chaparral
Maxine Blue

Fulton County Health and Wellness
Dekalb County Board of Health
Outreach, Inc.
159 Center
Hewlet Pakard
Rico's View on Ponce
EM Designs Group
Metrotainment Cafe's
Sisters Helping Each other (S.H.E.)
Eye Candy at Nike Pavilion
The Playaz Club
The Palace
DaBoxx

March T-Shirt (Back Side)

ATLA Atlanta
EVOLUTION
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Stand Up & Represent:

Black, Out and Proud!

Atlanta March Labor Day 2002 Sponsors

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The Playaz Club
The Palace
DaBoxx

Market T-Shirt (Back Side)

ITLA Atlanta
EVOLUTION
EVERYTHING OLD IS NEW AGAIN

ATLANTA BLACK GAY PRIDE CELEBRATION 2002

THANK YOU

ITLA EVOLUTION
EVERYTHING OLD IS NEW AGAIN

www.inthelifeatl.com

To all the, allies, city service offices, club owners, club promoters, committee chairs, community organizations, donors, honored guests, hotels, marchers, performers, pride guide advertisers, politicians, sponsors, vendors, volunteers, well wishers, and those who offered prayers of success ITLA says THANK YOU for making "Evolution: Everything Old is New Again", Black Gay Pride 2002 a tremendous success.

You are the ones who make Black Gay Pride possible.
We thank you for your support and look forward to seeing you at Black Gay Pride 2003!

OUR SPONSORS

Senwot Nella Productions
Arise Magazine
NASEM
HRC
She Magazine
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Southern Voice
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Dekalb County Board of Health
Hewlett Packard
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Metrotainment Cafe's
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Eye Candy at Nike Pavilion
The Playaz Club
The Palace
Da Boxx

Stand Up & Represent:
Black, Out and Proud!
Black Gay Pride March
2002

Vicki Reid Collection

ATLANTA BLACK GAY PRIDE CELEBRATION 2002

THANK YOU

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Vgcsfd.epf

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Dekalb County Board of Health

Hewlett Packard
Rico's View on Ponce
EM Designs Group
Metrotainment Cafe's
Sisters Helping Each other (S.H.E.)
Eye Candy at Nike Pavilion
The Playaz Club
The Palace
Da Boxx

Stand Up & Represent:
Black, Out and Proud!
Black Gay Pride March
2002

ATLANTA BLACK GAY PRIDE CELEBRATION 2002

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www.inthelifeatl.com

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The Playaz Club
The Palace
Da Boxx

Stand Up & Represent:
Black, Out and Proud!
Black Gay Pride March
2002

Greetings:

In The Life Atlanta, Inc. (**ITLA**) is currently seeking corporate sponsors for our 2004 programs and events including BLACK GAY PRIDE 2004 and STAND UP AND REPRESENT BLACK PRIDE MARCH taking place September 1st through September 6th. ITLA hosts over 50,000 visitors from around the world who come together for this annual celebration of pride, education, and empowerment. ITLA works closely with the City of Atlanta, local community service organizations, and local bars and clubs to provide our visitors with a wide range of options for the weekend.

ITLA was formed in 1996 as a non-profit organization to serve the needs of Lesbian, Gay, Bisexual, and Transsexual people of African descent within the Metro Atlanta community. Through education, advocacy, coalition building programs and other activities, ITLA fosters unity, pride, empowerment, and positive visibility resulting in a strong community voice.

Through cooperative collaboration, ITLA is uniquely positioned to offer **and deliver** a high level of marketing exposure for our sponsors to a demographic group shown to have one of the highest levels of consumer spending in the country. As a sponsor, you may choose to support a specific event or multiple events at the levels listed. Based on the level of sponsorship selected, you will also be able to incorporate the ITLA logo and designation as an Official Event Sponsor for the entire year. ITLA plans and coordinates various events year round thereby creating numerous opportunities for our sponsors to impact the buying decision of this target audience. We can customize your sponsorship benefits by utilizing email campaigns, direct mail marketing, and quarterly newsletter placement.

As a community-focused organization, ITLA donates time, talent and resources to children's centers, health centers, AIDS service organizations and other charitable entities. Your support will assist us in producing quality programs and in supporting worthy causes in Atlanta. Your tax-deductible donation can be made through our partner, The Georgia Equality Foundation, for In The Life Atlanta.

We look forward to the opportunity to discuss a custom sponsorship and cooperative marketing package tailored to meet your business goals.

Sincerely,

2004 Planning Committee

In The Life Atlanta Inc. ▼ PO Box 7206 ▼ Atlanta, GA 30357-0206 ▼ 404 872 6410
www.inthelifeatl.com

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

GOLD SPONSOR (YORUBA) $10,000+

Note: The Yoruba, from the coast of West Africa, were well known for mining gold.

2003 Sponsors

Delta

(presenting sponsor)

The Advocate OUT

- Recognition as a Presenting or Co-presenting Sponsor
- Two full color advertisement pages in the Black Pride Souvenir Guide (inside front, inside back cover, or outside back cover) min. 2,000 Copies
- Sponsor level recognition in the Black Pride Souvenir Guide – min. 2,000 Copies
- Company Name/Logo on ITLA event banner and on all ITLA event literature, ads, and flyers – min 2,000 flyers and min. 4 full page ads in national publications
- Official Black Pride and ITLA commemorative gift package and plaque
- 10 ITLA Black Pride VIP Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Complimentary vending/information booth space
- Company name and Logo listed on ITLA Staff & Volunteer T-Shirts
- Prominent display of corporate/institutional logo at all official ITLA events
- Prominent placement of corporate banners, posters, or displays at selected ITLA Events *(banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)*
- Promotional stuffers in ITLA mailings, program guides, and visitor information bags
- Six month banner ad placement on ITLA monthly print and eNewsletters (*print newsletter distributed via mail, local venues, and nationally at other Black pride events, eNewsletter distributed to email list of approximately 1,500 and available for view or download on ITLA web site*)
- Custom promotional opportunities via email lists (*ITLA does not sell or share our email list. We will however, send emails on behalf of our sponsors to our email list subscribers*)
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

In The Life Atlanta Inc. ▼ PO Box 7206 ▼ Atlanta, GA 30357-0206 ▼ 404 872 6410
www.inthelifeatl.com

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

SILVER SPONSOR (ZULU) $5,000+

Note: The Zulu tribe, from South Africa, was well known for mining silver.

2003 Sponsors

IBM VENUS

- Recognition as a Silver (Zulu) Sponsor
- Prominent display of corporate/institutional logo at all official ITLA events
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or two pages of advertisement space in the Black Pride Souvenir Guide)
- Sponsor level recognition in the Black Pride Souvenir Guide
- Company Name/Logo on ITLA event banner and on all ITLA event literature
- Featured placement of corporate banners, posters, and displays *(banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)*
- Official Black Pride and ITLA commemorative gift package
- 8 ITLA Black Pride Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Vending fees waived at all official ITLA events
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

ITLA
IN THE LIFE ATLANTA
CELEBRATING
THE BLACK LESBIAN·GAY
BI-SEXUAL·TRANSGENDER
COMMUNITY

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

BRONZE SPONSOR (BENIN) $2,500+

Note: The Benin was well known for creating bronze helmet and body shields.

2003 Sponsors

NAESM — We Love You, Love Yourself, BE SAFE...
GEORGIA EQUALITY
ARISE MAGAZINE
THE ATLANTA VOICE

- Recognition as a Bronze (Benin) Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- 1 full page and 1 ¼ page advertisement pages in the Black Pride Souvenir Guide
- 6 ITLA Black Pride Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Prominent placement of corporate banners, posters, or displays at selected ITLA Events (banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)
- Vending fees waived at all official ITLA events
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Sponsor level recognition in the Black Pride Souvenir Guide
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

HERITAGE SPONSOR $1,500+

2003 Sponsors

- Recognition as a Heritage Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Vending fees waived at all official ITLA events
- One (1) free full advertisement page in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- 4 ITLA Black Pride Passes
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

In The Life Atlanta Inc. ▼ PO Box 7206 ▼ Atlanta, GA 30357-0206 ▼ 404 872 6410
www.inthelifeatl.com

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

FAMILY SPONSOR $500+

2003 Sponsors

HUMAN RIGHTS CAMPAIGN
Working for lesbian, gay, bisexual and transgender equal rights.

10 YEAR anniversary celebrating daily OUTWRITE

ATLANTA'S #1 CRUISE BAR BULLDOGS

- Recognition as a Family Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- One free quarter (¼) advertisement page in the Black Pride Souvenir Guide
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- 2 ITLA Black Pride Passes

RESTAURANT SPONSORS

2003 Sponsors

MOE'S southwest grill™ Jake's Ice Cream

- Recognition as a Restaurant Sponsor
- Display of corporate/institutional logo at all official ITLA events
- Discount on ad space in the Black Pride Souvenir Guide
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Coupon distribution in ITLA Gift Bags
- Special listing in ITLA Hospitality Guide

CLIKQUE MAGAZINE SPONSORSHIP BENEFITS FOR 2004

BRONZE SPONSOR (BENIN) $2,500+

Note: The Benin was well known for creating bronze helmet and body shields.

2003 Sponsors

- Recognition as a Bronze (Benin) Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- 1 full page advertisement page in the Black Pride Souvenir Guide
- 6 ITLA Black Pride Passes (*4 express passes and 2 All Access Passes*)
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Prominent placement of corporate banners, posters, or displays at selected ITLA Events (banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)
- Vending fees waived at all official ITLA events
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Sponsor level recognition in the Black Pride Souvenir Guide
- At least two spotlights in ITLA's monthly email newsletter
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

GOLD SPONSOR (YORUBA) $10,000+

Note: The Yoruba, from the coast of West Africa, were well known for mining gold.

2003 Sponsors

Delta
(presenting sponsor)

The Advocate OUT

- Recognition as a Presenting or Co-presenting Sponsor
- Two full color advertisement pages in the Black Pride Souvenir Guide (inside front, inside back cover, or outside back cover) min. 2,000 Copies
- Sponsor level recognition in the Black Pride Souvenir Guide – min. 2,000 Copies
- Company Name/Logo on ITLA event banner and on all ITLA event literature, ads, and flyers – min 2,000 flyers and min. 4 full page ads in national publications
- Official Black Pride and ITLA commemorative gift package and plaque
- 10 ITLA Black Pride VIP Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Complimentary vending/information booth space
- Company name and Logo listed on ITLA Staff & Volunteer T-Shirts
- Prominent display of corporate/institutional logo at all official ITLA events
- Prominent placement of corporate banners, posters, or displays at selected ITLA Events *(banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)*
- Promotional stuffers in ITLA mailings, program guides, and visitor information bags
- Six month banner ad placement on ITLA monthly print and eNewsletters (*print newsletter distributed via mail, local venues, and nationally at other Black pride events, eNewsletter distributed to email list of approximately 1,500 and available for view or download on ITLA web site*)
- Custom promotional opportunities via email lists (*ITLA does not sell or share our email list. We will however, send emails on behalf of our sponsors to our email list subscribers*)
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

In The Life Atlanta Inc. ▼ PO Box 7206 ▼ Atlanta, GA 30357-0206 ▼ 404 872 6410
www.inthelifeatl.com
Proud member of The International Federation of Black Prides

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

SILVER SPONSOR (ZULU) $5,000+

Note: The Zulu tribe, from South Africa, was well known for mining silver.

2003 Sponsors

IBM VENUS

- Recognition as a Silver (Zulu) Sponsor
- Prominent display of corporate/institutional logo at all official ITLA events
- Advertisement space on inside front/back cover of the Black Pride Souvenir Guide, if available (or two pages of advertisement space in the Black Pride Souvenir Guide)
- Sponsor level recognition in the Black Pride Souvenir Guide
- Company Name/Logo on ITLA event banner and on all ITLA event literature
- Featured placement of corporate banners, posters, and displays *(banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)*
- Official Black Pride and ITLA commemorative gift package
- 8 ITLA Black Pride Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Vending fees waived at all official ITLA events
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

BRONZE SPONSOR (BENIN) $2,500+

Note: The Benin was well known for creating bronze helmet and body shields.

2003 Sponsors

- Recognition as a Bronze (Benin) Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- 1 full page and 1 ¼ page advertisement pages in the Black Pride Souvenir Guide
- 6 ITLA Black Pride Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Prominent placement of corporate banners, posters, or displays at selected ITLA Events (banners, posters, and other display material must be supplied by the sponsor unless otherwise agreed upon)
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ITLA
IN THE LIFE ATLANTA
CELEBRATING
THE BLACK LESBIAN·GAY
BI-SEXUAL·TRANSGENDER
COMMUNITY

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

HERITAGE SPONSOR $1,500+

2003 Sponsors

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- Display of corporate/institutional logo at all official ITLA events
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Vending fees waived at all official ITLA events
- One (1) free full advertisement page in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- 4 ITLA Black Pride Passes
- Print media sponsors may distribute copies of print media in ITLA Black Gay Pride Welcome Bags and via free standing racks or displays

In The Life Atlanta Inc. ▼ PO Box 7206 ▼ Atlanta, GA 30357-0206 ▼ 404 872 6410
www.inthelifeatl.com
Proud member of The International Federation of Black Prides

ITLA
IN THE LIFE ATLANTA
CELEBRATING
THE BLACK LESBIAN·GAY
BI·SEXUAL·TRANSGENDER
COMMUNITY

BUSINESS SPONSORSHIP LEVELS FOR THE YEAR 2004

FAMILY SPONSOR $500+

2003 Sponsors

HUMAN RIGHTS CAMPAIGN
Working for lesbian, gay, bisexual and transgender equal rights.

10 YEAR anniversary celebrating daily
OUTWRITE BOOKSTORE & COFFEEHOUSE

AID Atlanta

- Recognition as a Family Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- One free quarter (¼) advertisement page in the Black Pride Souvenir Guide
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- 2 ITLA Black Pride Passes

RESTAURANT SPONSORS

2003 Sponsors

MOE'S™ southwest grill™ Jake's Ice Cream

- Recognition as a Restaurant Sponsor
- Display of corporate/institutional logo at all official ITLA events
- Discount on ad space in the Black Pride Souvenir Guide
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Coupon distribution in ITLA Gift Bags
- Special listing in ITLA Hospitality Guide

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BRONZE SPONSOR (BENIN) Benefits

Note: The Benin was well known for creating bronze helmet and body shields.

- Recognition as a Bronze (Benin) Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events via banners, posters, and flyers
- 1 full page advertisement in the Black Pride Souvenir Guide
- 6 ITLA Black Pride Passes
- Use of ITLA logo and "Official Sponsor" designation in all event related advertising
- Vending fees waived at all official ITLA events
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor listing on Heath Fair Event Banner/posters

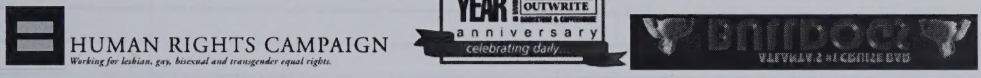
Custom Sponsorship Benefits for Netflix

- Recognition as the presenting Sponsor or named event sponsor of the First Annual ITLA Spades Tournament
- Display of the Netflix logo at official ITLA events
- One full page advertisement in the Black Pride Souvenir Guide (2,500 Copies a $650 value)
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with the Netflix logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- Distribution of marketing and promotional material in guest girt bags (1,000)
- Distribution of marketing or promotional message to ITLA's email list (1 delivery)
- Free Vending Booth at the Black Pride Marketplace (September 3rd, 4th, and 5th – a $265 Value)

Sponsorship Proposal for Einstein's Restaurant

FAMILY SPONSOR $500 - $1,499

2003 Sponsors



- Recognition as a Family Sponsor at all official ITLA events
- Display of corporate/institutional logo at all official ITLA events
- One free half (1/2) page advertisement in the Black Pride Souvenir Guide
- Sponsor level recognition in the Black Pride Souvenir Guide
- Sponsor designation with logo listing and web link on the ITLA web site (http://www.inthelifeatl.com)
- 2 ITLA Black Pride Passes
- Premier restaurant listing in our Black Pride Souvenir Guide and hotel guest Hospitality Guide
- Distribution of ad material in our hospitality welcome bags

ITLA Sponsor Contact Sheet

ORGANIZATION:

Address:

Organization Contact Person_____

Contact Person Telephone Number_____

ITLA Board Member _____

Date	Results of Contact
1	
2	
3	
4	

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